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DBT002FRECEIVED  
CENTRAL INTELLIGENCE  
APR 20 2005

## IN THE UNITED STATES PATENT &amp; TRADEMARK OFFICE

Applicant: Ralph F. Conley, Jr. )  
 Serial No: 09/594,955 ) Group Art Unit: 2142  
 Filed: June 15, 2000 ) Examiner:  
 For: MULTIPLE DESTINATION BANNERS ) Douglas B. Blair

Commissioner for Patents  
 Alexandria, VA 22313-1450

RESPONSE TO FINAL OFFICE ACTION

In response to the Office Action mailed January 25, 2005, please consider the following amendments and remarks:

REMARKSClaim Rejections - 35 USC §102(b)

1. The Examiner's rejection of Claims 1, 28, 32, 36-37, 40, 41, and 49 under 35 U.S.C. 102(b) as being anticipated by U.S. Patent No. 5,742,768 to Gennaro et al., has been studied and the Applicant respectfully submits that the cited reference does not disclose or anticipate at least one of the elements found in the rejected Claims.

Contrary to the Examiner's contention, the Gennaro patent does not disclose the banner display means having a menu display means for presenting a menu of navigation options when an end-user clicks on the banner as found in Claim 1. The Gennaro patent, column 4, lines 31-42, discloses "FIG. 2B shows an embedded menu 46 in displayed web page 40 which has been invoked by positioning of pointer 42 over the upper hot spot 44. In the illustrated example, selection of the upper hot spot 44 is indicated by highlighting that hot spot 44 with a halo, as shown. Embedded menu 46 includes a banner that matches the text ("WHO WE

Please Enter - DBB